



Transforming health care emergency



Shaffi Mather, founder of MURgency Inc

If you are in Chandigarh, Mohali or Panchkula and in need of emergency health care, you only need to tap on an app. Founded by Shaffi Mather, MURgency Inc provides on-demand health care services. MURgency was chosen as Startup of the Year at the prestigious Startup Grind-2016.

The start-up has recently received an undisclosed amount of funding from the chairman emeritus of Tata Sons, Ratan Tata. Last month, it also raised funding from Axilor Ventures, co-founded by Infosys co-founders S Gopalakrishnan and S D Shibulal.

The medical services aggregator was launched in February. MURgency is currently operating in Punjab's tricity region of Chandigarh, Panchkula and Mohali, and aims at a pan-India presence by 2018. Delhi and Mumbai are next on their list.

Based on the idea of cab aggregators such as Ola and Uber, MURgency aims at providing medical assistance in less than 10 minutes (current average time is 30 minutes). The company has a validation team for choosing medical professionals and internal criteria to be fulfilled.

With a network of 36 ambulances, 40 hospitals and 350 health care professionals, in the next three months, MURgency aims to increase its user base to 100,000, from 7,000 today, and to serve 250-300 people daily, says Shweta Mangal, director, global emergency response.

MURgency charges ₹350 for every call, currently their only source of revenue. About 80 per cent of this goes to the medical professional who responds and the rest to the company.